Appl. No. 10/604,476 Response to Office Action of October 5, 2006 Atty. Docket No. 46514-56536

**PATENT** 

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

## CERTIFICATE OF ELECTRONIC TRANSMISSION

I certify that the documents referred to as enclosed herein are being transmitted to the U.S. Patent and Trademark Office via the EFS Web system located on the USPTO website on January 5, 2007.

Kevin M. Kercher, Reg. No. 33,408

In re application of:
Mark Ruttenberg

Serial No.: 10/604,476 : Examiner: William Boddie

Filed: July 24, 2003 : Group Art Unit: 2629

Group Art Omt.

For: Three Dimensional Advertising Display : Confirmation No. 1475

and Associated Method of Use

Customer No. 021888

MAIL STOP AMENDMENT Commissioner for Patents P.O. Box 1450 Alexandria, VA 22131-1450

## AMENDMENT/RESPONSE B

The following amendments and remarks are made in response to the Patent Office Action of October 5, 2006.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.

3494092 - 1 -